

# Do It Electrically Is Up-to-Date Slogan of Modern Housewife

## Great Electric Signs Flash Vivid Messages From Myriad Lamps

Electric signs have become so essential a part of the night life of the city that if they were darkened for but a single evening, they would be missed even more than the stars, or some other thing that means more to us directly than an illuminated advertisement. How they are operated few of us know. The fact that it is "done by electricity" is a whole world of explanation—but an explanation that omits all the interest.

There is nothing marvelous, though, about the "working" of an electric sign, flashing out through the darkness with "So and So's Hats," or the flaming name of some theatrical star. If one could imagine a huge sign, including words and picture, made up of thousands of simple little light bulbs and several miles of electric wire, with a simple switch like the one we use to snap the light on and off within our homes at one end of every pair of wires, and then further imagine at least five human fingers to work each of these switches, turning the light on and off as fast as it would be humanly possible, then one would realize what is going on every second these signs are in operation.

Among the many signs of the spectacular kind that are flashing their message through the darkness to thousands and thousands of people night after night, the sign of one big electric company in Chicago is a good example. There is nothing unusual about this sign, but it is very effective. It is 40 feet wide and 36 feet high, located well into the air on top of a substation. Eighteen hundred 10-watt lamps are used in the display. A white lamp of enormous proportions suddenly looms out of the darkness, held in a green hand. Amber rays, which actually seem to be alive, appear, pulsating and wavering as though they were real flames fanned by the breeze. Then the words blaze forth in letters eight feet high. The entire display remains for perhaps thirty seconds, when all is again darkness. In another thirty seconds the light and hand once more appear and the whole performance is repeated.

The largest, most complicated and doubtless the most effective electric sign in the world is the great display of Wm. Wrigley, Jr. Company, facing the east side of Broadway between Forty-third and Forty-fourth streets, New York city. It covers the entire length of the block.

The sign is 200 feet long and 50 feet high. It contains 17,266 electric globes, ranging from 2½ to 10 watts each. The six "Spartan" are each 15 feet high and they go through eight flashes of setting-up exercises. The tails of the peacocks are 60 feet long, fluttering in gorgeous and ever-changing colors. The huge fountains at either end are 34 feet high and a constant play of colored lights gives one the impression of real fountains with real bubbling water. It is said that the location of this sign is the most prominent out-door spot in the world; over two hundred thousand people, it is estimated, see it nightly.

### Wire Your Home

There is one thing you can secure that will benefit the entire family. That's electricity in your home.

Let's Talk It Over

**Joseph S. Repetti**

Electrical Contractor and Dealer  
149 B St. S. E.  
Lincoln 235.

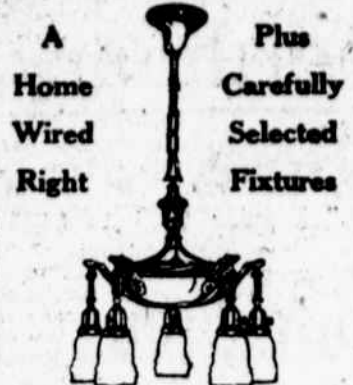


**Your Home**  
to be thoroughly modern should be fitted with up-to-date lighting fixtures and Edison Mazda Lamps. We are experts in equipping and wiring homes at moderate prices. Ask for free estimates and information.

Lighting Fixtures, Edison Lamps, Vacuum Cleaners, and Everything Electrical.

**The Electro Service Shop**  
J. E. TAYLOR & CO., INC.  
1324 Eye Street  
MAIN 7105

### GOOD LIGHTING IS



A Home Wired Right Plus Carefully Selected Fixtures

We can wire the home to please you and all modern, up-to-date fixtures are on display at our show-room. Estimates Furnished Free  
**Washington Electric Co.**  
Electrical Contractors and Dealers.  
21 H St. N. W.  
Franklin 504.



### CLEANS WITHOUT Beating and Pounding

Your carpets and rugs look bright and new after you use the OHIO TUEC electrical cleaner. It prolongs their life and keeps them free from the germs that collect in the dusty, broom swept rugs.

On sale at most all Electrical Stores

**J. WATSON TERHUNE**

DISTRIBUTOR

1410 H Street N. W.



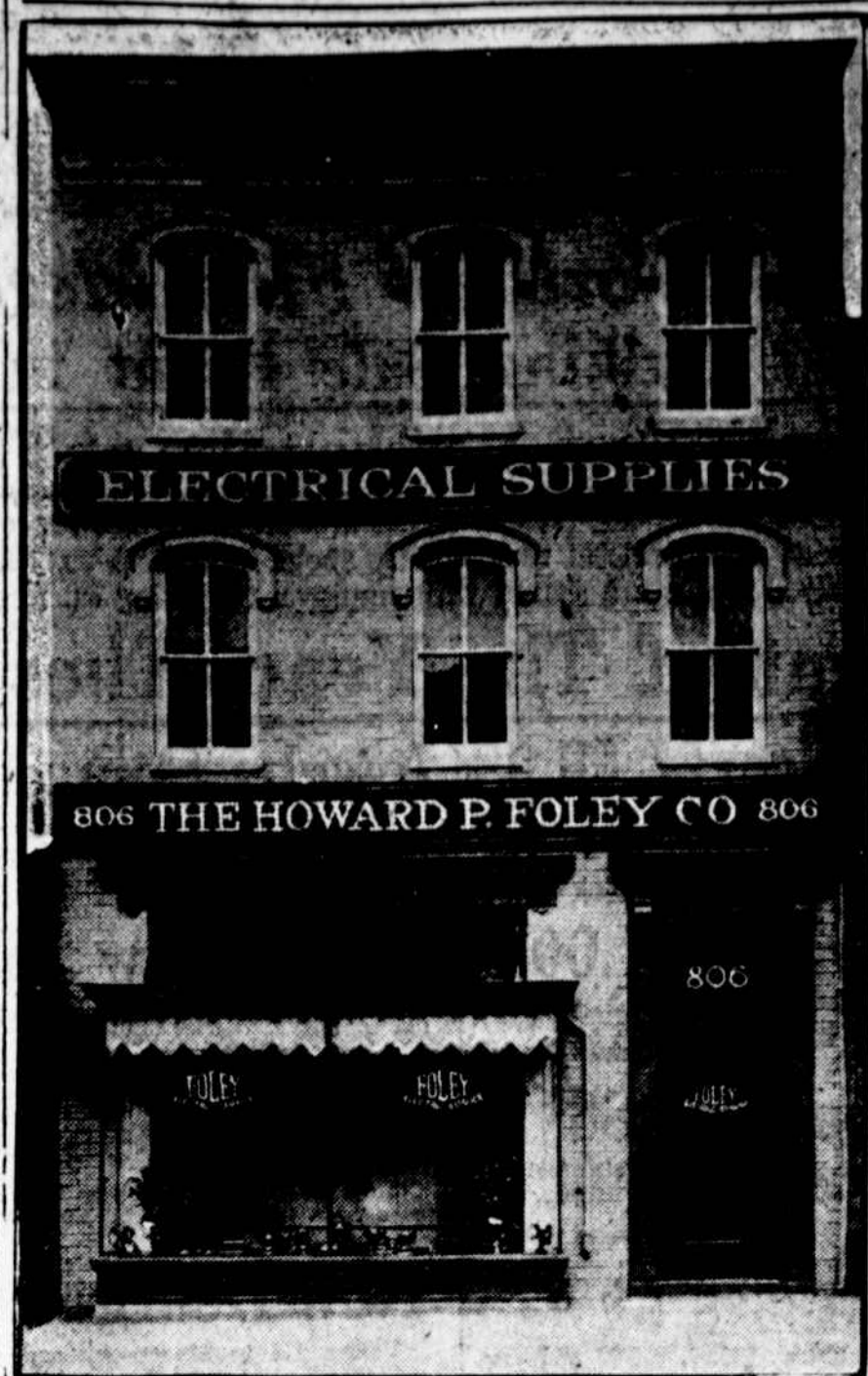
LOOK FOR THE RED BAND

### HEADQUARTERS FOR G.-E. and Westinghouse



Ordered In Morning Installed Same Day  
The  
**H. I. Scharr Electric Co.**  
711 13th St. N. W. Main 1286

**EXTERIOR** of new store opened by the Howard P. Foley Co., at 806 Twelfth street northwest, to supply homes of D. C. residents with the most modern electrical appliances.



### BAD LIGHTING IN HOME IS COMMON

Task of Illuminating Rooms Is Delicate One—Use "Horse Sense."

Artificial lighting in the home, a subject which embraces both the light and the fixtures, must be considered both with reference to the physical comfort and convenience offered by proper lighting and with regard to the decorative results. The task of arranging the lighting of a room is generally admitted to be a delicate one demanding discretion.

Bad lighting, with regard to both the illumination and the fixtures—is considered and yet is more common than it should be when it is recalled lighting problems can best be solved by the application of plain "horse sense."

What to do and what not to do can be settled by a few simple principles that anyone having ordinary intelligence can apply, say lighting engineers. The whole subject is divided into two parts:

Fixed lighting, whose arrangement constitutes a part of the fixed decorations and is architectural rather than otherwise (although a proper consistency must be observed between lighting fixtures and furniture) and

Portable lighting, which belongs wholly to the realm of furnishing. Whether the lights be fixed or portable, certain general principles should be borne in mind. Under ordinary circumstances a blazing glare is both ugly and painful to the eye, not to say anything of its disastrous effect on the aspect of a room, no matter how well furnished.

Many subdued lights are to be infinitely preferred to one or two powerful glaring lights. The diffused glow of numerous mellow lights is more comfortable to the eye and more kindly to the furnishings.

Various methods of indirect lighting, devised to eliminate glare and secure diffusion, are found undesirable by many householders because they throw most of the light on the ceiling. Most people are said to favor having the artificial light come from approximately the same level as the daylight and to illuminate not the ceiling but the region of the room humanly habited. Of course this does

not apply to public buildings in which indirect lighting is claimed to be the most desirable and attractive form of illumination.

Then the quantity and intensity of artificial light must be taken into account in the home. Neither should it be harsh and sharp in effect nor should it be of such intensity as to direct the relative values of illumination and shadow. The effect of shadow, by the way, should be as carefully considered as the effect of light, else the eye is unduly wearied.

Softened and modulated shadows are restful and add interest while hard, sharply drawn shadows repel and tire the eyes. The quality of the light affects directly the quality of the shadow.

One factor generally overlooked in electrical lighting is the color of the rays. These should not be of the character to falsify or kill the colors in the furnishings.

Mellowness is most desirable in domestic lighting except possibly in the kitchen and bath room and in exceptional cases in ball rooms on formal occasions, when brilliancy is not only permissible but desirable.

Fixed lighting appliances either depend from the ceiling or are fixed to the walls. The dependent group includes chandeliers, hanging lamps, hanging lanterns and drops, while the other group includes sconces, grilles, wall lamps, wall lanterns and sundry sorts of brackets.

Large and impressive chandeliers are appropriate in large, stately formal rooms with high ceilings or in lofty halls. They have no place in small or informal rooms. Smaller chandeliers with but a few lights allow greater latitude of use. When chandeliers are used, however, side lights at a lower level tend to bring down the center of illumination to its proper place.

Hanging lamps and lanterns for halls, entries, stair wells and rooms of generous proportions admit of freer use than chandeliers. Properly shaded drops are generally recommended for use over dressing stands.

Sconces, wall lanterns and similar fixtures have a decorative as well as a utilitarian function and should be placed where needed with an eye to symmetry and balance.

**ELECTRIC CURLER PUTS CRIMPS IN BLOUSES**  
Blouses with crimped ruffles are admired by young women, but many refuse to buy them because they have no crimper. One way to get around this is to use the electric curling iron, which will do the job practically as neatly, if not as rapidly, as a crimper.

### FOLEY CO. OPENS STORE OF ELECTRICAL SERVICE

In accord with the steadily increasing popularity of electrical appliances for the home, the Howard P. Foley Company recently opened an electrical service store at 806 Twelfth street northwest, which will carry a complete line of electrical goods and appliances for the home.

The new company occupies a modern three-story building with spacious show rooms on the first floor, light and airy stock rooms on the second floor and offices of the company on the third floor.

During the opening week, the show rooms were elaborately decorated with floral pieces upon which beautiful electric light effects were played. The trimmings and show cases in the first floor show rooms are finished in mahogany and contain practically every known modern electrical appliance for the household, with some novel ones.

### LIGHTING COMPANIES EXTEND USEFULNESS

The lowly flatiron, the humble whirling machine and the self-effacing vacuum cleaner have a public relations value to the central station company which public policy committees generally have been disposed to overlook.

That electric service company which has the home on its line, saturated from irons, toasters, washers, sweeper, and all the other labor lighters will soon find that, as a corporation, it is assuming a new position of economic importance in the thought and opinion of its local public.

No longer is it a mere "lighting company." It begins, instead, to be a sort of general service corporation, performing ten thousand different labor-saving services for its constituents. And such labor-saving service cements the company into the individual favor of the public in a way that no mere lighting service could ever do. It becomes a public service corporation in the fullest sense.

The central station company which has co-operated with its local electrical trade to put an iron, a washer, and a vacuum cleaner in every home is in the strongest possible public relations position. Its local public and its local trade can be counted upon to be solidly for it.

### ELECTRICITY BIG BOOM TO CITRUS INDUSTRY

Electricity is the motive power behind the citrus industry of the great Southwest, the "Empire of the Orange." In southern California there are about 330 orange-growing communities. To supply electrical energy to these communities has been the gigantic task of electric generating companies of the Southwest for the last thirty years.

The citrus industry had its birth with the landing of the Franciscan fathers in 1809. About their missions they planted orange groves from seeds brought from old Spain. From this the citrus industry grew until the latter eighties, when all of the available gravity water had been diverted to the groves.

The hauling of portable fuel, such as oil and coal, for pumping purposes could be done no longer at a price which made the pumping well profitable, and then electricity came to the rescue. Power lines stretching out over the expanses of sage brush and chaparral set the motor at work reclaiming the desert for citrus products, and, year by year, lands which formerly had but small value, under electric irrigation and citrus cultivation developed until now they pay 10 per cent and better on the valuation of from \$2,500 to \$4,000 per acre.

### The House That Clarke Wired



COMPLETE LINE OF ELECTRICAL FIXTURES  
**F. L. CLARKE,**  
Electric Contractor and Dealer  
1242 Wisconsin Ave.  
West 2419

### RESIDENCE WIRING

DONE BY Expert Workmen

NO DIRT—NO MARKS  
NO ANNOYANCE

**D. GORDON WASHBURN**  
Electrical Contractor  
Main 9941, 801 12th St. N. W.



### Man! Man!

Don't you WANT to be cool at home? Do you want your wife and the kiddies to be cool as cool as YOU are in your office?

You bet you do!

Is there any good reason why an Electric Fan will keep your store or office cool—and not your home?

Of course there isn't!

Then for comfort's sake get that Fan and use it. You'll hardly know the difference in your lighting bills.

**Carroll P. Carpenter**  
Electrical Contractor  
1247 Kearney St. N. E.  
REMEMBER THE NAME  
Carpenter—Electrician  
Agent for U. S. & S. North 4448

### Just What Will Please the Bride

—need not perplex anyone, with so many electrical gifts here at Foley's that combine beauty with utility.

In the better electrical home devices we have on display you will find pleasing charm, carefully thought-out design which beautifies while serving—assuring added appreciation by the recipients of your remembrance.



#### Art Lamps

Enduring bronze, silver, porcelain—every material known to the lamp maker's art is represented in our display, at prices ranging from

\$5 to \$150

#### Electric Grill

This Electric Grill broils, fries, stews and boils. In fact, it can be used for almost all kinds of cooking as it has four different degrees of heat.

\$11.50 to \$15

### These Are Merely Suggestive of What Our Carefully Selected Stock Offers

Electrical Dishwashers, Ranges, Washing Machines, Ironing Machines, and Similar Conveniences Are Here As Well As the Manning-Bowman Home Needs

#### Apex Electric Cleaner

The home with an "Apex" is always clean and its housewife always bright and cheerful. The exclusive INCLINED and DIVIDED NOZZLE gets the dirt from EVERYWHERE.

Convenient Terms

#### An Electric Iron

For a wedding gift the UNIVERSAL Iron is especially suitable. Push-button Switch permits operator to turn off the current without disconnecting plug.

Price, \$8.00

#### Electric Chafing Dish

Clean, convenient, safe. Two heats—one intense for cooking, one mild for warming. Every UNIVERSAL Chafing Dish will be found artistic in design, of finest finish and perfect operation.

\$21 Up

Your Inspection is Cordially Invited

#### Electric Toaster

Makes crisp, golden brown squares of delicious steaming toast—right at the table. A gift of real usefulness that will be long appreciated. Attaches to any light socket.

\$7 to \$8.25

#### Electric Waffle Iron

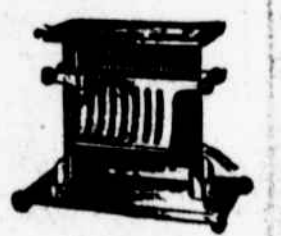
Makes delicious, crisp, golden-brown waffles right on the table and served piping hot, too, in less than two minutes. No smoke, no odor.

Price, \$20

#### Universal Coffee Urn

The most appropriate gift you could select. In addition to its distinctiveness the UNIVERSAL Electric Urn makes the most delicious coffee imaginable. Made in four, six and nine-cup sizes. Colonial Loving Cup Design.

\$11.50 Up



### Wedding Gifts of Good Omen—

electrical,  
of course.



WISHES for "their" happiness will better come true if the presents you give are electrical. Because—

The home that runs by the magic of electricity is one of comfort, economy and scrupulous cleanliness—three vital essentials of domestic happiness.

You Will Find Here Wedding Gifts Electrical Suitable Both to "Their" Need and Your Purse.

Electric percolators, grills, toasters, samovars for their table. Electric toilet accessories in great profusion. Electric Washers, irons, ironers, cleaners, sewing machines, ranges—everything to make house-keeping easy and home life comfortable.

Everything for the Motorist

**NATIONAL ELECTRICAL SUPPLY COMPANY**  
1328 30 NEW YORK AVE. MAIN 6800

The Store for Things Electrical

### Adjusto-Lite

Light Where You Want It It Clamps Everywhere

- On the bed
- On your chair
- On the writing desk
- On the telephone stand
- On the sewing machine
- On the dressing table
- On the shaving mirror

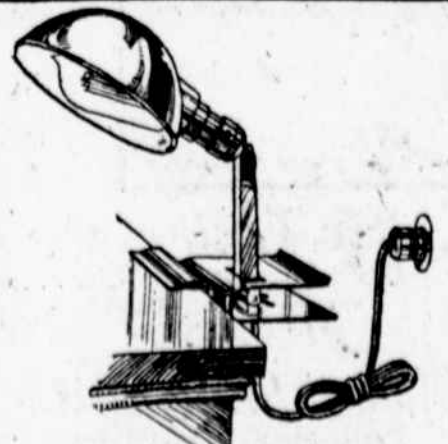
And the Clamp Is Felt Lined—It Cannot Scratch

GENERAL ELECTRIC FANS ALSO SOLD HERE

**Zarin Bros.**

"The Store That Saves You Money"

717 Twelfth Street N. W. Main 4965



**HOWARD P. FOLEY COMPANY**  
ELECTRIC SERVICE

Between H and N. Y. Avenue

806 12th N. W.

Phones Main 1130-1131